

Message Text

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FM AMEMBASSY DAMASCUS

TO MR. W.H. OLSON

GENERAL MANAGER

AFRICA/MIDDLE EAST OPERATIONS

J.I. CASE - INTERNATIONAL DIVISION

700 STATE STREET

RACINE WISCONSIN 53404

INFO USDOC WASHDC

SECSTATE WASHDC 3639

AMEMBASSY BEIRUT

UNCLAS DAMASCUS 2111

USDOC FOR CAGNE, BEIRUT FOR RTDO, STATE FOR NEA/ARN

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TAGS: BEXP, SY

SUBJ: DAMASCUS INTERNATIONAL FAIR

DEAR MR. OLSON:

DR. A.F. AL ADLY OF COMMERCIAL, INDUSTRIAL AND TECHNICAL ASSOCIATION, DAMASCUS, HAS BROUGHT TO MY ATTENTION YOUR LETTER TO HIM OF APRIL 28 AND HIS LETTERS TO YOU OF APRIL 5 AND JUNE 3. DR. ADLY IS WELL AND FAVORABLY KNOWN TO THE EMBASSY AND AMBASSADOR MURPHY AND I STRONGLY SUPPORT DR. ADLY'S COMMENTS TO YOU CONCERNING THE DAMASCUS INTERNATIONAL FAIR (JULY 25 - AUGUST 20) AND PARTICIPATION BY J.I. CASE. I UNDERSTAND YOUR COMPANY'S PARTICIPATION HAS BEEN DISCUSSED WITH YOUR BEIRUT REPRESENTATIVE, BUT I DID WANT TO PASS ON TO YOU AMBASSADOR MURPHY'S PERSONAL INVITATION TO J.I. CASE TO PARTICIPATE. YOUR PRODUCTS MEET EXACTLY SEVERAL OF THE PRIORITY ITEMS THAT THE SYRIAN MINISTER OF ECONOMY AND FOREIGN TRADE HAS SPECIFICALLY ASKED TO SEE IN THE U.S. PAVILION AT THE FAIR THIS YEAR. THE MINISTER AND THE FAIR

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AUTHORITY ARE MOST EAGER TO HAVE A LARGE AMERICAN

PARTICIPATION AFTER THE VERY SUCCESSFUL EXHIBITION LAST YEAR AND THE FAIR AUTHORITY HAS CONSTRUCTED A NEW U.S. PAVILION AT AN EXCELLENT LOCATION ON THE FAIRGROUNDS. THE DEPARTMENTS OF STATE AND COMMERCE HAVE AGREED TO SUPPORT A COMMERCIAL PRESENCE FAIR PARTICIPATION IN THE FAIR AND COMMERCE HAS ALREADY SENT OUT ITS EXHIBITION DIRECTOR.

OUR PARTICIPATION WILL NOT BE POSSIBLE WITHOUT THE CLOSE COOPERATION OF FIRMS SUCH AS YOURS. AS 33 AMERICAN CHIEF EXECUTIVES OF LEADING AMERICAN CORPORATIONS HEARD DIRECTLY FROM PRESIDENT ASAD ON JANUARY 21, AMERICAN BUSINESS FIRMS WILL BE WARMLY WELCOMED TO SYRIA AND THE SYRIAN GOVERNMENT LOOKS FORWARD TO COOPERATING WITH AMERICAN COMPANIES. THE AMBASSADOR AND THE EMBASSY STAFF AND THE DEPARTMENTS OF STATE AND COMMERCE STAND READY TO ASSIST YOU IN DEVELOPING BUSINESS IN THIS RAPIDLY DEVELOPING MARKET - U.S. EXPORTS, WHICH HAVE AVERAGED \$25 MILLION PER YEAR OVER THE LAST SEVERL YEARS, ARE NOW WELL OVER \$150 MILLION IN THE LAST NINE MONTHS. WE HAVE ESTABLISHED A NEW AID RELATIONSHIP WITH SYRIA WHICH SHOULD HELP MANY AMERICAN FIRMS SELL IN THIS MARKET (E.G., COMMODITY IMPORT FINANCING UP TO \$30 MILLION TO AGRICULTURAL IMPLEMENTS AND TRACTORS, CONSTRUCTION EQUIPMENT, ETC., WHICH MEET EXACTLY CASE'S LINE; PROCUREMENT UNDER OUR LOAN SHOULD BEGIN IN A MONTH OR SO).

I BELIEVE YOUR COMPANY'S PARTICIPATION IN THIS FAIR WILL DEFINITELY ENHANCE YOUR OPPORTUNITIES FOR SALES TO SYRIA AND I SINCERELY LOOK FORWARD TO PARTICIPATION BY J.I. CASE. I LOOK FORWARD TO HEARING FROM YOU OR YOUR REPRESENTATIVE. YOU MAY ALSO WISH TO INFORM THE DEPARTMENT OF COMMERCE'S CAGNE OFFICE, TEL 202/967-5341. /S/ RODERICK M. WRIGHT, ECONOMIC/COMMERCIAL OFFICER.
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